LEO BURNETT U.S.A.
Ad No. 1578-(MOMENT)-Req. No. 79540-1 page-4/color-(9 3/8 x 12 in.)-LIFE, 1983

Taste From The Moment You Light Up.

You taste it on your first draw.
And with every puff you take. Extra taste.
That's what you get with MERIT.
The cigarette that delivers the taste of leading brands having up to twice the tar.
There's nothing halfway about it. And you can taste it.

Nothing halfway about it.

MERIT

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8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Mar.'83

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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